

## ABSTRACT OR THE DISCLOSURE

Disclosed is an audio and video reproduction apparatus including a head mounted display for converting a received video signal into an image to be presented to a listener/watcher; a pair of acoustic transducers each used for converting an audio signal into a sound to present to the listener/watcher; detection means for detecting an orientation of the head of the listener/watcher; image-changing means for changing the video signal supplied to the head mounted display in accordance with an orientation of the head of the listener/watcher; and sound-image localization processing means for changing an sound-image localized position of an audio signal reproduced by the acoustic transducers, in accordance with an orientation of the head of the listener/watcher.